

Message Text

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PAGE 01 BUDAPE 00446 021139Z
ACTION EUR-12

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R 010744Z FEB 78
FM AMEMBASSY BUDAPEST
TO USDOC WASHDC
INFO SECSTATE WASHDC 528
AMEMBASSY BELGRADE
AMEMBASSY VIENNA
AMEMBASSY WARSAW

UNCLAS BUDAPEST 446

USDOC FOR BEWT/TPD AND TDAD: VIENNA FOR EWTDSO-VONTILLIUS
FROM DOLLISON

E.O. 11652: N/A
TAGS: EEWT, BEXP, HU
SUBJECT: FROZEN FOOD TECHNOLOGY AND EQUIPMENT TECHNICAL SALES
SEMINAR VERY SUCCESSFUL

1. SUMMARY: FROZEN FOOD EQUIPMENT TSS WAS OVERWHELMING
SUCCESS IN BUDAPEST. NEARLY 300 VISITORS ATTENDED AMONG
WHOM WERE GOH OFFICIALS, RANKING FTO EXECUTIVES, NUMEROUS
PLANT MANAGERS AND ENTERPRISE TECHNICIANS FROM AREAS
THROUGHOUT HUNGARY. ATTENDEES EXPRESSED SATISFACTION
WITH PRESENTATIONS. TSS PARTICIPANTS WERE VERY PLEASED
WITH DEGREE OF EXPOSURE TO END-USERS AS WELL AS WITH
LEVEL OF INTEREST EXPRESSED BY HUNGARIANS. EMBASSY RECOMMENDS
USDOC REPEAT THIS THEME AND PROMOTE
OTHER TYPES OF FOOD PROCESSING AND PACKAGING EQUIPMENT
WITHIN NEXT 36 MONTHS, PRIOR TO PREPARATION OF
HUNGARIAN 1986-90 FIVE-YEAR PLAN. END SUMMARY.

2. SEMINAR MEMBERS ARRIVED THURSDAY EVENING JANUARY 19
AND WERE MET BY COMATT GADSDEN. THE FOLLOWING DAY,
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GADSDEN GAVE BRIEFING AT EMBASSY, WHICH WAS FOLLOWED BY
A SHORT SESSION WITH ONE OF THE SIMULTANEOUS TRANSLATORS
AND AN INSPECTION OF THE SEMINAR SITE. AT 10:30 A.M.
GROUP, ACCOMPANIED BY EMBASSY ECON/COMM OFFICER MURPHY,
BOARDED BUS FOR TRIP TO THE DUNAKESZI DEEP FREEZING
PLANT. THIS FACILITY WAS DESIGNED BY AN ITALIAN FIRM
(TERMOMECLANICA ITALINANA) AND BUILT IN 1970. IT HAS

SIX FREEZING TUNNELS AND A STORAGE CAPACITY OF 11,000 TONS. AT THE CONCLUSION OF THE TOUR OFFICIALS OF THE DEEP FREEZING INDUSTRY AND TRUST AND OF THE PLANT'S MANAGEMENT THEN HOSTED A WORKING LUNCHEON. LEWIS REFRIGERATION MEMBERS EXPRESSED A STRONG INTEREST IN VISITING THE BRAND NEW PLANT AT ZALAEGRSZEG, WHERE THREE OF THEIR LARGE FREEZING TUNNELS ARE INSTALLED, TO SEE THAT THE EQUIPMENT IS IN GOOD ORDER. CHIEF ENGINEER KISS OF THE TRUST ENDORSED THE IDEA AND WAS PLEASED AT HAVING A FINAL INSPECTION BY SENIOR LEWIS PEOPLE. THE TRIP WAS ARRANGED FOR THE FOLLOWING MORNING (SATURDAY). ON RETURNING TO THE CITY, HAYSSSEN AND KLIKLOK REPS WENT TO THE INSTITUTE FOR PACKAGING AND MATERIALS HANDLING WHERE THEY HAD APPOINTMENTS ARRANGED BY EMBASSY. FINALLY, AT 3:30 P.M. GROUP CALLED ON PAL FELKAI, IMPORT MANAGER OF KOMPLEX FTO.

3. SATURDAY MORNING (6 A.M.), THREE LEWIS REPS DROVE TO NEW PLANT SITE NEAR THE YUGO-AUSTRIAN BORDER. THEY REPORTED LATER THAT THIS A FINE FACILITY, WELL-DESIGNED AND EQUIPPED. IT WILL HAVE AN 11,500 TON STORAGE CAPACITY AND A PRODUCTION CAPACITY OF 11,600 TONS/YR (VEGETABLES AND FRUITS).

4. MONDAY, JAN 24 - SEMINAR WAS HELD IN MODERN MTESZ (FEDERATION OF HUNGARIAN TECHNICAL AND SCIENTIFIC SOCIETIES) AUDITORIUM. TOTAL ATTENDANCE WAS APPROXIMATELY UNCLASSIFIED

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300 INCLUDING REPRESENTATIVES OF SUCH GROUPS AS THE DEEP FREEZING INDUSTRY TRUST, THE SCIENTIFIC SOCIETY FOR THE FOOD INDUSTRY, THE PLANNING INSTITUTE FOR THE FOOD INDUSTRY, THE MINISTRY OF AGRICULTURE AND FOOD, AND THE POULTRY PROCESSING TRUST. THIS ATTENDANCE WAS HIGHER THAN EXPECTED AND IS AN INDICATION OF THE IMPORTANCE OF FOOD PROCESSING FOR BOTH INTERNAL CONSUMPTION AND FOR EXPORT. (MTESZ INDICATED THAT THIS WAS HIGHEST ATTENDANCE EVER AT USDOC TSS IN BUDAPEST. EMBASSY RECOMMENDS USDOC REPEAT THIS THEME AND PROMOTE OTHER TYPES OF FOOD PROCESSING AND PACKAGING EQUIPMENT WITHIN THE NEXT 36 MONTHS.) THE MORNING SESSION WAS CO-CHAIRLED BY DR. B. GULYAS, MANAGING DIRECTOR OF THE DEEP FREEZING TRUST, WHILE IN THE AFTERNOON PORTION THE CO-CHAIRPERSON WAS MRS. JUDIT ASBOTH, DIRECTOR OF THE TRUST'S BUDAPEST PLANT. THE PRESENTATIONS WERE WELL-RECEIVED AND THERE WERE SEVERAL GOOD QUESTION AND ANSWER SESSIONS. THAT EVENING, AMBASSADOR AND MRS. KAISER HOSTED A RECEPTION AT THE RESIDENCE. APPROXIMATELY 125 OFFICIALS, MANY OF WHOM HAD ATTENDED THE SEMINAR, AND WIVES WERE PRESENT. THE TSS MEMBERS WERE MOST APPRECIATIVE OF THIS INDICATION OF INTEREST ON THE PART OF THE AMBASSADOR AS THEY WERE FOR THE EMBASSY SUPPORT THROUGHOUT THEIR STAY.

5. ALL APRTICIPANTS INDICATED THAT THEY ACHIEVED THEIR

OBJECTIVES IN HUNGARY. LEWIS EXPECTS \$60,000 IN SALES OVER NEXT 12 MONTHS; KLIKLOK, \$250,00 OVER SAME PERIOD AND ONE FIRM, WHICH DID NOT WISH TO BE IDENTIFIED, \$600,000.

6. THE FOLLOWING STATISTICS ON THE COLD STORAGE AND FROZEN FOOD PROCESSING INDUSTRY IN HUNGARY WERE OBTAINED DURING THIS VISIT;

A) TOTAL PRODUCTION CAPACITY IS 85,000 TONS/YR.

TARGET FOR 1979 IS 93,000 AND FOR 1980, 100,000 TONS.

B) OF TOTAL, 43,000 TONS/YR ARE IN FROZEN VEGETABLES;

16,500 TONS IN FROZEN FRUITS; AND REMAINDER IN READY MEALS.

C) WEST GERMANY IS LARGEST CUSTOMER AND HAS INDICATED IT WOULD TAKE MUCH MORE.

D) THERE ARE 10 COLD STORAGE PLANTS - 8 WITH

PRODUCTION CAPABILITIES. TWO ADDITIONAL PLANTS ARE BEING BUILT.

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E) NEXT FIVE YEAR PLAN WILL CALL FOR THREE NEW

PLANTS AND BOTH STORAGE AND PRODUCTION CAPABILITIES.

F) POULTRY PRODUCTION IS 200,000 TONS/YR. THERE

ARE TEN PROCESSING FACILITIES NOW AND MORE ARE UNDER CONSTRUCTION.

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